LEO BURNETT COMPANY, *Inc.*

Ad No. 114—Req. No. 50170—1 page—B&W—7 x 10 in.—{Super Market Merchandising; Chain Store Age (Grocery); Industrial Retail Stores; Drug Topics; Chain Store Age (Drug); American Druggist; Vend; College Store; Cigar & Tobacco Journal; Retail Tobacconist; Tobacco Jobber; Tobacco & Confectioner's Guide; Tobacco Leaf; Tobacco Record; Western Tobacconist; U. S. Tobacco Journal}—March, 1955 (L)

# New from Philip Morris

## LONG SIZE Marlboro

### POPULAR-PRICED FILTER CIGARETTES

**NEW MARLBORO FLIP-TOP BOX**
The most important advance in cigarette packaging in 38 years! Looks like a regular cigarette pack and fits easily into pocket or purse. But it's firm to keep cigarettes from crushing or tobacco crumbs from spilling.

**NEW MARLBORO DELIVERS THE GOODS ON FLAVOR**
New easy-drawing, flavor-saving filter. Made in Richmond, Virginia, from a new Philip Morris recipe. Delivers the goods on flavor.

**NEW MARLBORO HAS ALL THE PRESTIGE OF PHILIP MORRIS BEHIND IT**

---

**MAJOR LEAGUE ADVERTISING**

Television

"I LOVE LUCY"
America's top-rated TV show!

"PUBLIC DEFENDER"
with 12 million viewers a week!

NIGHTTIME SPOTS!

Newspapers

FULL-PAGE AND 1750-LINE ADS

---

This will be the program in every leading market from coast to coast very soon.

**New Marlboro filter cigarettes will be in all markets soon. Watch for their introduction in your city!**

2061193284

Source: https://www.industrydocuments.ucsf.edu/docs/fsxx0001

2061193284